

## [AGENCY] Joins Neighbors App by Ring

*Local law enforcement announce new communication tool & free app to enhance community engagement, improve public safety*

### Key Talking Points

- The [AGENCY] is excited to join the Neighbors app by Ring as a new way to provide real-time crime and safety information to our community.
- Ring launched the Neighbors app in May of 2018 as a free way for community members and local law enforcement to share real-time local crime and safety information whether or not they own a Ring device.
- The Neighbors app network has millions of users across the nation and has already been instrumental in catching package thieves, stopping burglaries, and keeping neighborhoods safe.
- **[CITY] residents can text '[TEXT CODE]' to 555888 from their smartphone to download the Neighbors app for free on iOS and Android.**
- Once downloaded, residents can join their digital neighborhood and use the app to: monitor neighborhood activity; share crime and safety-related videos, photos and text-based posts; and receive regional safety alerts from their neighbors, local law enforcement and the Ring team - all in real time.
- **Through joining Neighbors by Ring, [AGENCY] will be able to:**
  - Provide updates to Neighbors about local crime and safety incidents in the area.
  - Request information about local crime and safety situations from Neighbors who opt-in to sharing for a particular request.
  - Work together with the local community to build trust and make neighborhoods safer.
- **Like other social media sharing platforms, our participation on the Neighbors app is not meant to replace 911.** If residents see a crime occur they are encouraged to immediately report the incident through official department channels.
- **All tips shared via Neighbors are anonymous unless residents choose to identify themselves,** as anonymous tips are an important tactic already used to solve crimes.
- **This does not grant law enforcement access to cameras or user data.** Law enforcement can only view content posted by users to the Neighbors app or that they have decided to share with us in response to a specific request.
- **You do not need to own a Ring device or any other home security system in order to download and use the Neighbors app.** Local residents are encouraged to download the free Neighbors app in order to keep up with crime and safety updates and participate in the digital neighborhood watch straight from their smartphones.

## Initial Public Announcement - Social Media Templates

**What:** Initial Neighbors App Announcement via LEA's social media

**When:** Usually in the first few weeks following Onboarding (*once Dept. has implemented trainings and some experience using the portal to comment, post and send requests*)

**Purpose:** Build initial public awareness & excitement in conjunction with Onboarding

**Success Metrics:** New users joining the app with increased response rates and engagement from existing users

### Initial Announcement Templates Included Below:

1. Facebook
2. Nextdoor
3. Twitter (2 versions)

### Additional Info & Materials:

**\*\*Be sure to include your Department's custom link + text code info (provided by your PSM)** where highlighted below

**\*\*Initial PR Dropbox contains** official Neighbors app [social graphics](#) & [hi-res images](#) to use with templates below

### **#1: Facebook Template**

*We're excited to announce that the [Agency Name] has joined the Neighbors app by Ring! Neighbors is a free app where community members can stay up to date on local crime and safety situations by signing up for real-time alerts and sharing anonymous tips directly from their smartphone*

*[Agency Acronym] has partnered with the Neighbors app and can now post incident updates, helpful safety tips and requests for investigative information to residents using the app in communities we serve.*

*Text '[TEXTCODE]' to 555888 or click here: [CUSTOM LINK] from your smartphone in order to download Neighbors for free on iOS/Android and join the conversation*

**\*\*\*Attach Neighbors App Graphic / Approved Image\*\*\***

### **#2: Nextdoor Template**

**Subject:** *[Agency Acronym] has joined Neighbors by Ring*

*We're excited to announce that the [Agency Name] has joined Neighbors by Ring! The 'Neighbors' app is a digital neighborhood watch right on your phone where you can get real-time crime and safety alerts from your neighbors and law enforcement.*

[Agency Acronym] will be using 'Neighbors' to view posts in your area and provide updates on crime and safety incidents so you can all stay informed. By working together, we can all make [City/County] a safer community.

Text '[TEXTCODE]' to 555888 or click here: [CUSTOM LINK] from your smartphone to download the app for free on iOS/Android and see what's happening in your neighborhood.

**\*\*\*Attach Neighbors App Graphic / Approved Image\*\*\***

### **#3: Twitter Templates**

#### **Sample Tweet Version #1:**

The [Agency Name] is excited to join Neighbors by @Ring, a digital neighborhood watch app that sends you crime and safety alerts from your neighbors and the @[AgencyHandle]. Text "[TEXTCODE]" to 555888 or click here: [CUSTOM LINK] to download the app for free & see what's happening in your neighborhood.

#### **Sample Tweet Version #2:**

By working together, we can make #[City/County/Hashtag] communities safer. That's why [Agency Name] is excited to join Neighbors by @Ring; a free app that lets you join your digital neighborhood watch and receive real-time crime and safety alerts from your neighbors & @[AgencyHandle]. Text '[TEXTCODE]' to 555888 or click here: [CUSTOM LINK] to download the app for free on iOS/Android.

**\*\*\*Attach Neighbors App Graphic / Approved Image\*\*\***

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